ChatGPT User Reviews

Using user reviews to improve a product's features

Agenda

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Intro/ Problem Statement

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Why?

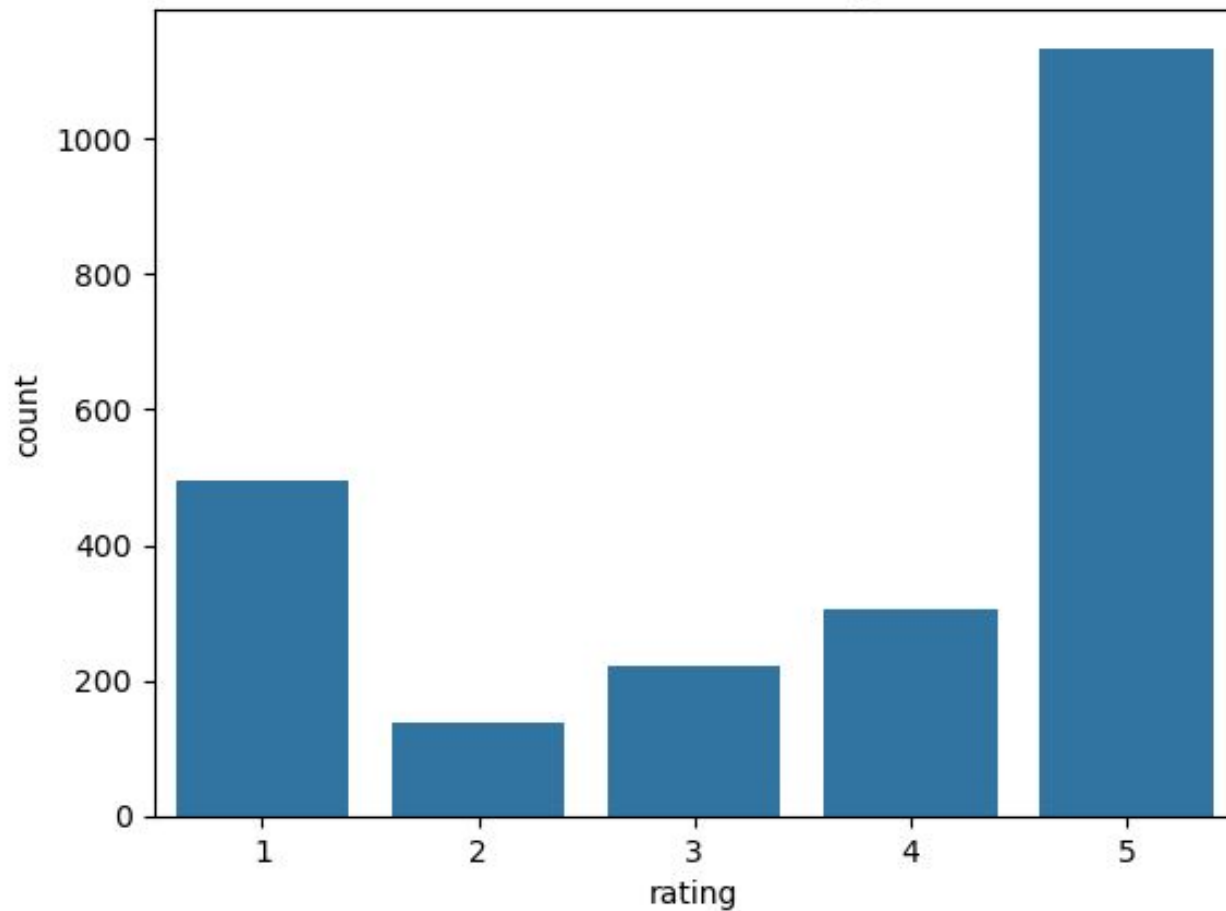Using data to help users make more informed decisions

Problem Statement

To enhance the customer experience for (online) products, this project will analyze user reviews on ChatGPT from the iOS store. By leveraging NLP techniques, I aim to **classify overall sentiment, extract product-related feedback and identify trends in user satisfaction**. Insights from this analysis will inform actionable recommendations to improve a product's usability, functionality and overall satisfaction.
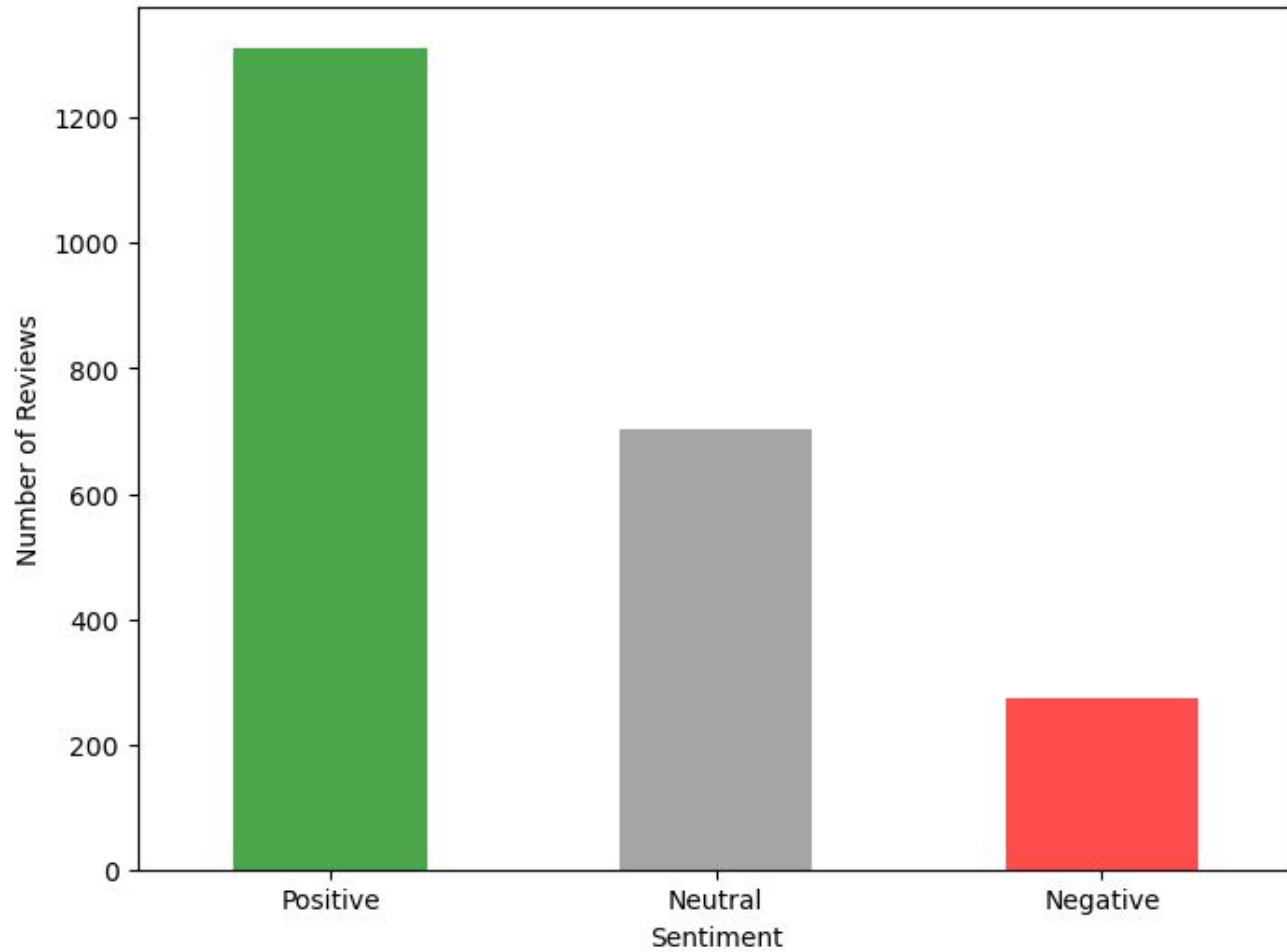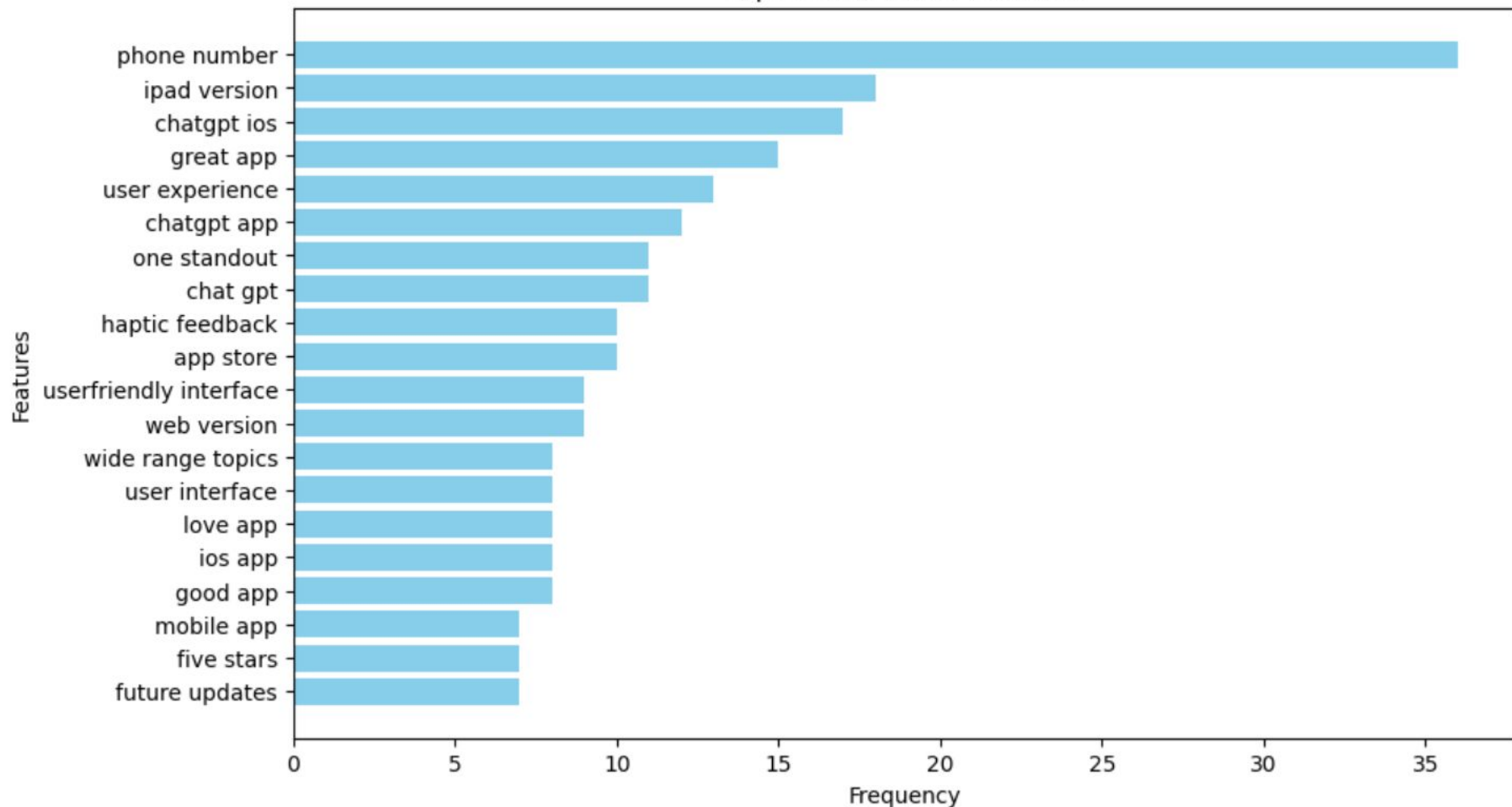
02

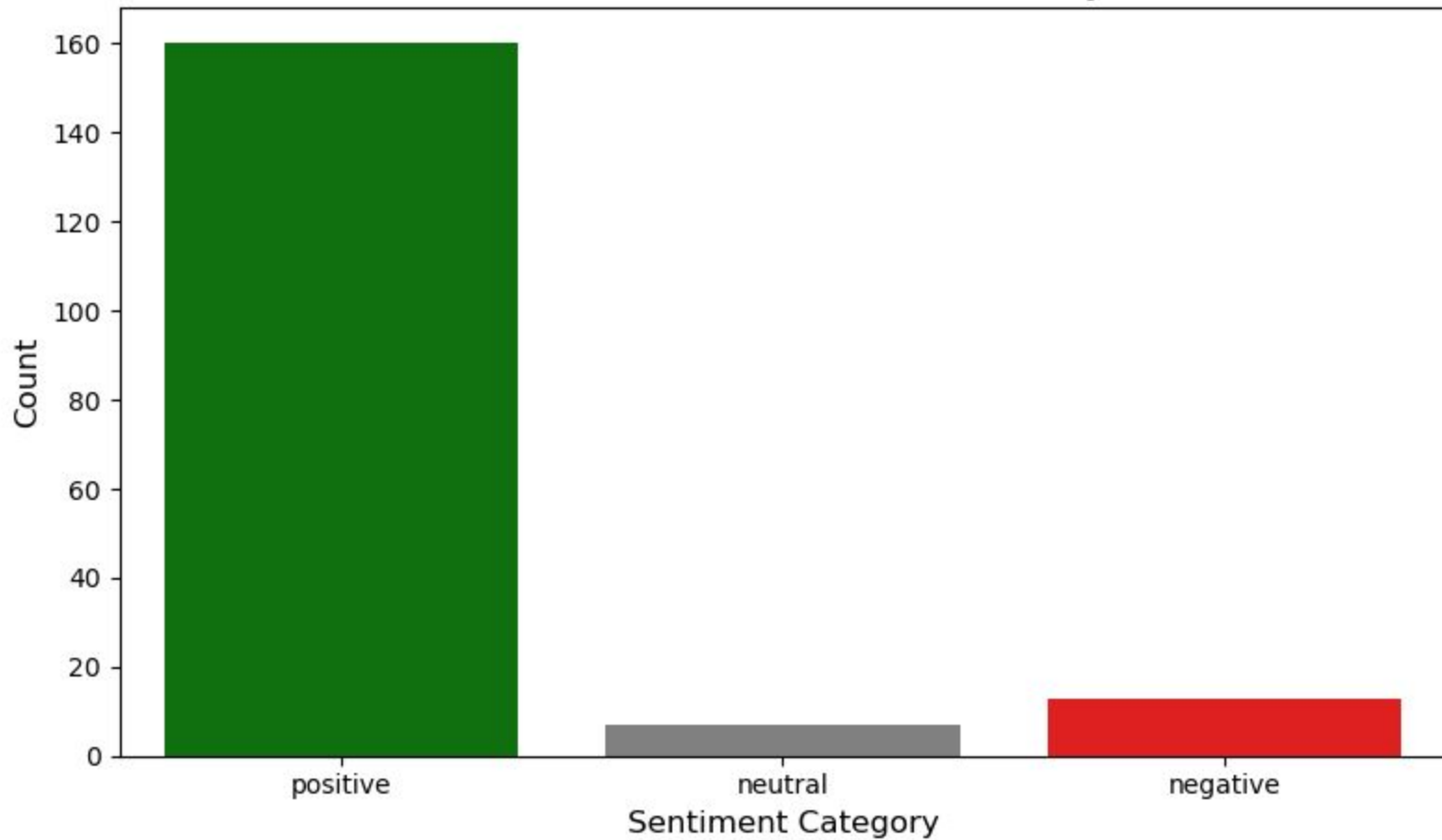# Exploratory Data Analysis

Distribution of Ratings
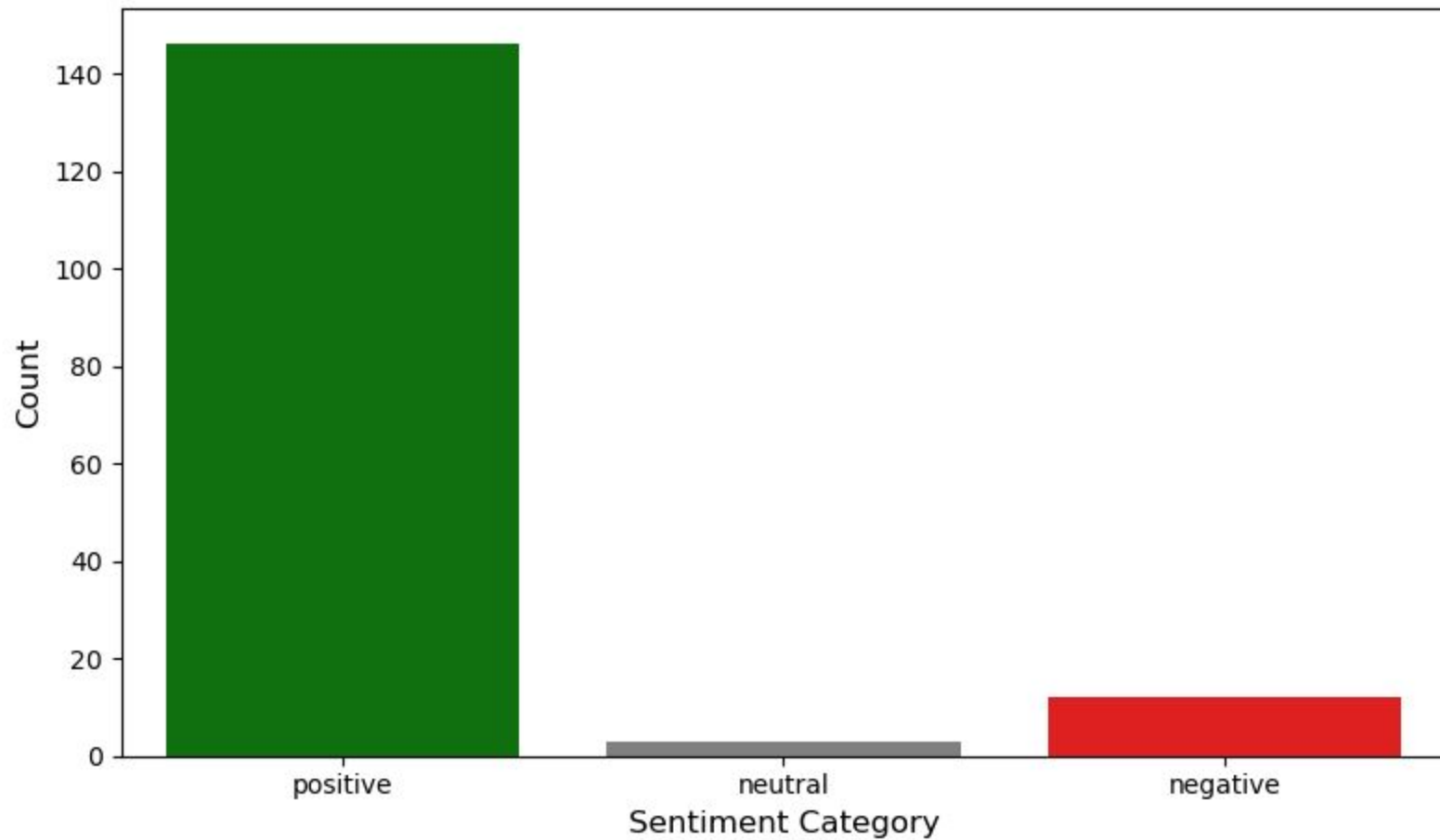
Review Sentiment Distribution
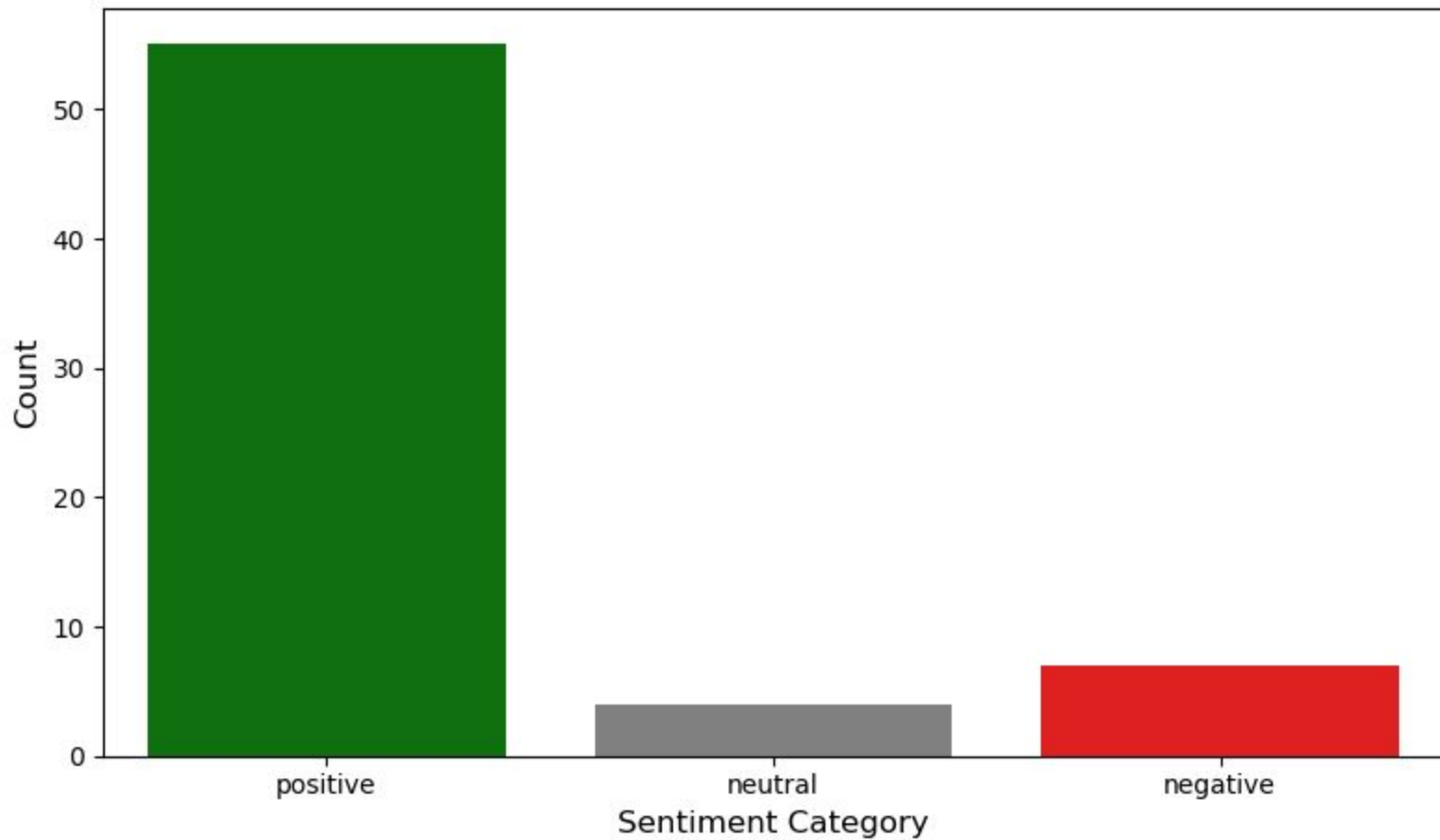
Top 20 Mentioned Features

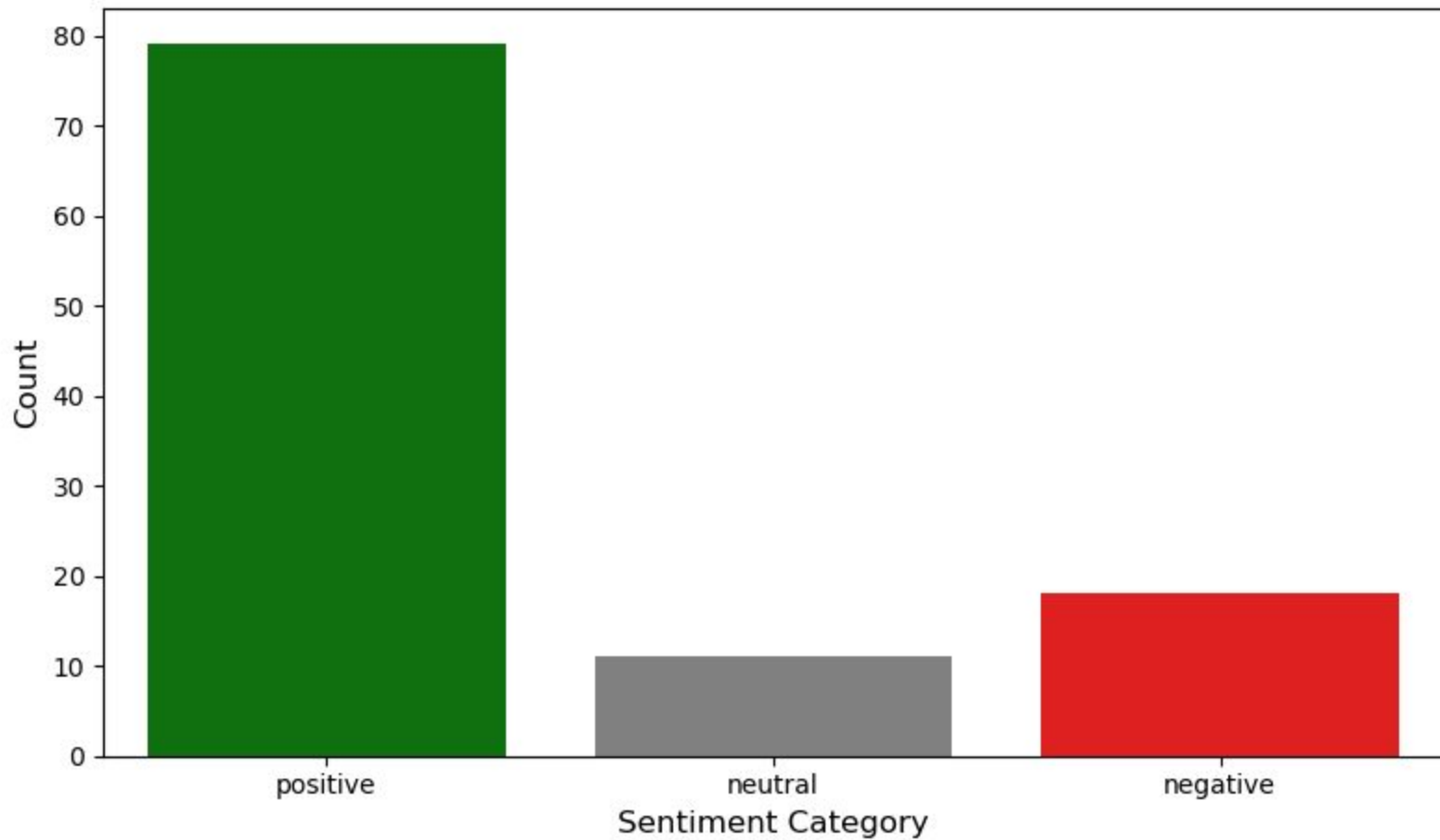Sentiment Distribution for Accuracy

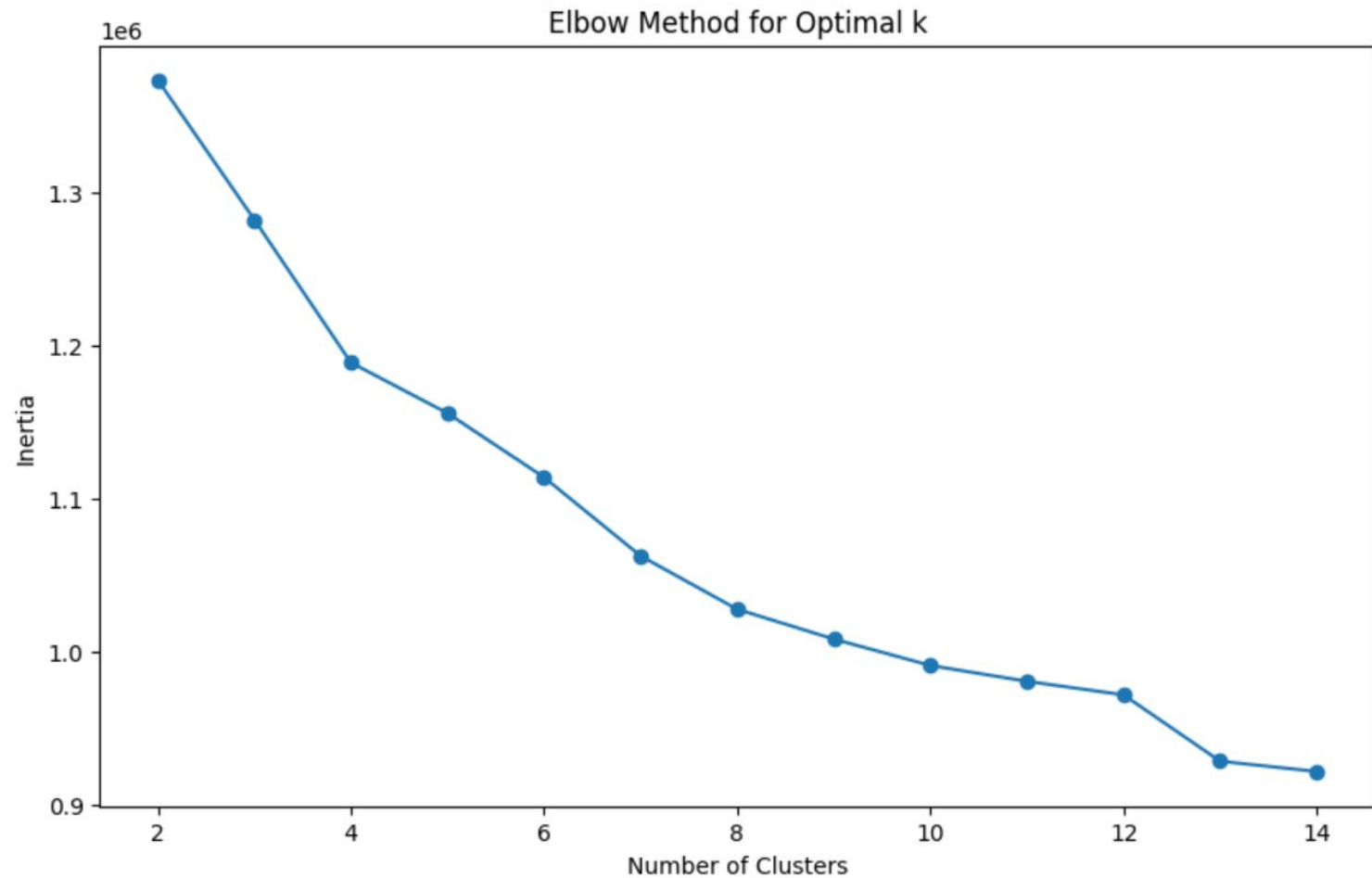Sentiment Distribution for Interface

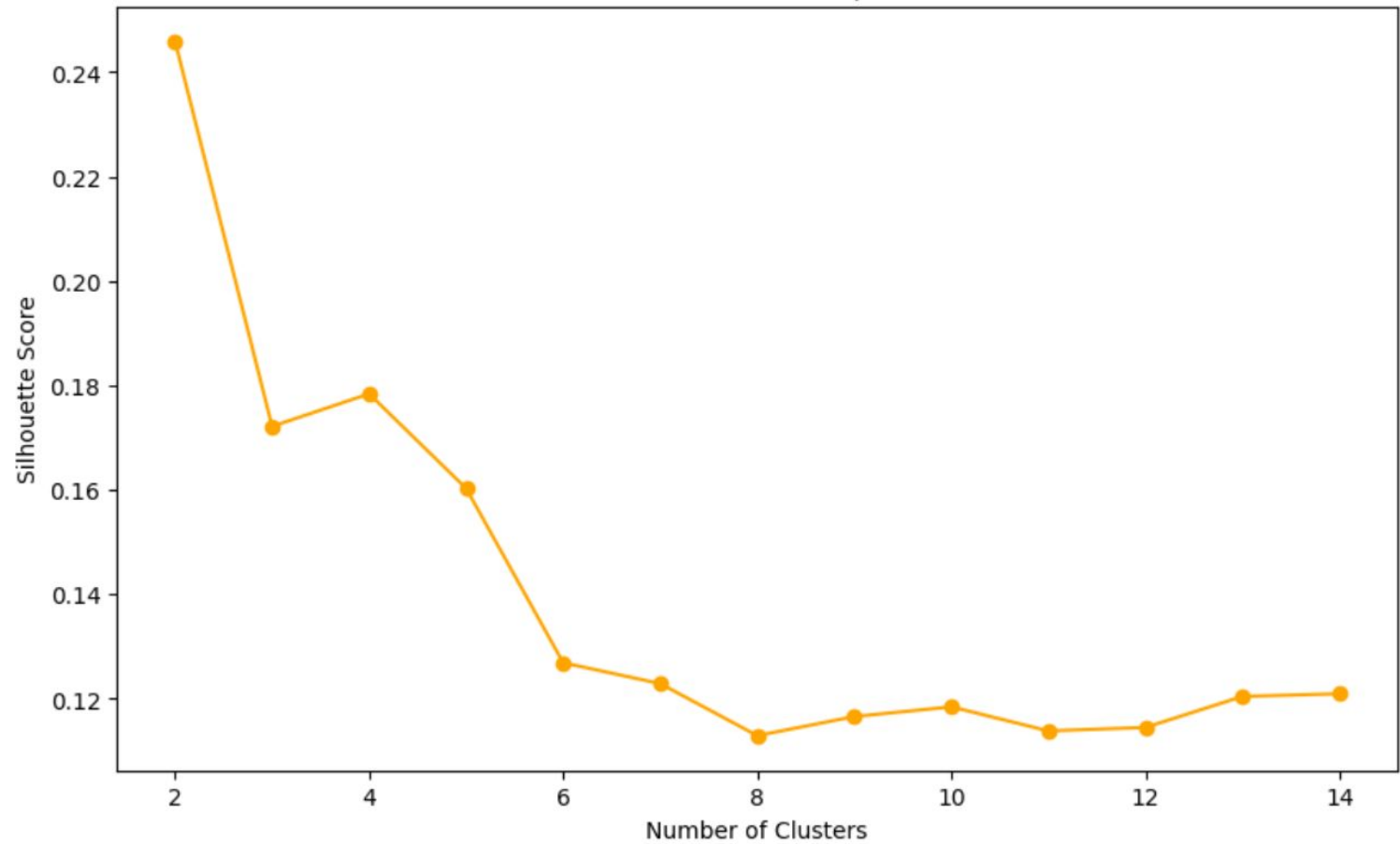Sentiment Distribution for Performance

Sentiment Distribution for Cost

03

Models/
Findings

Elbow Method for Optimal k

Silhouette Score for Optimal k

Findings

04

Next Steps

How can we Improve this Project?

Supervised Models

A supervised learning algorithm like SVM is able to find an optimal way to classify labeled data.

Tableau Dashboard

Provides interactive visualizations that make sentiment trends, cluster patterns, and feature-opinion relationships easier to understand for stakeholders.

More Data

More data ensures better representation of all user perspectives, leading to more actionable insights.

Thanks!

Good Luck :)
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